The effects of cigarette smoking cause nearly one in five deaths in the U.S. each year. Smoking is linked with cancer, heart disease, and lung disease. It is now widely acknowledged to be addictive. Once people start, they have trouble stopping. It is often easy to tell whether someone smokes or not. Smokers often exhibit symptoms such as coughing, low energy, respiratory difficulties, and poor circulation. These problems often build over time. Doctors believe it is inevitable that smoking will eventually lead to an accumulation of health problems.

So why do people smoke? Some say smoking keeps them calm. Others think it makes them look cool. Teen smoking rates are lower than they once were. Still, 9.2% of high school students and 2.5% of middle school students smoke.

Once a young person starts smoking cigarettes, there is a good chance that they will become lifelong smokers and customers of tobacco companies. That’s why companies use appealing advertisements and other techniques to manipulate kids into buying cigarettes. For instance, one brand developed flavored cigarettes and promoted them with fun, tropical images. Another brand advertised with hiphop themes. Critics argue that these actions contradict statements by tobacco companies that they are trying to prevent kids from smoking. They think tobacco companies should follow stricter guidelines about marketing to teens.

Tobacco companies say they support laws that block kids’ access to cigarettes. Should companies be held responsible for attracting kids to cigarettes? Is it the job of parents, teachers, and lawmakers to prevent teen smoking? Or should kids be responsible for their own choices?

Questions for Classroom Discussion:

• What symptoms do smokers exhibit?
• What are some reasons that people smoke?
• Why do many people think that tobacco companies manipulate kids into smoking?
• What do tobacco companies say to contradict this accusation?
• Who is responsible for preventing teen smoking?
USE THE FOCUS WORDS  *and alternate parts of speech

**accumulation** (noun) buildup

*Sample Sentence:* Doctors are certain that smoking will eventually lead to an **accumulation** of health problems.

*Turn and Talk:* How do you manage your time when you have an **accumulation** of homework?

**contradict** (verb) to argue against; to deny

*Sample Sentence:* Critics argue that these actions **contradict** statements by tobacco companies that they are trying to prevent kids from smoking.

*Turn and Talk:* Why might information from the internet **contradict** something that you read in a textbook?

**exhibit** (verb) to show; to display

*Sample Sentence:* Smokers often **exhibit** symptoms such as coughing, low energy, respiratory difficulties, and poor circulation.

*Turn and Talk:* How can a person **exhibit** interest and curiosity when listening to someone speak?

*exhibit** (noun) an object or collection of objects put on display

*Sample Sentence:* Susan and her mother frequently visited the African mask **exhibit** at the city museum.

*Turn and Talk:* Would you rather see an **exhibit** of paintings or sculptures? Explain.

**inevitable** (adjective) unavoidable

*Sample Sentence:* It’s **inevitable** that you will disagree with your friends sometimes, but it’s important to respect their opinions.

*Turn and Talk:* What changes do you think will be **inevitable** as you get older?

**manipulate** (verb) to influence, control, or persuade with skill and often dishonesty

*Sample Sentence:* Companies use appealing advertisements and other techniques to **manipulate** kids into buying cigarettes.

*Turn and Talk:* How do fast food restaurants **manipulate** young people into eating their food?
DO THE MATH

In 1998, the major tobacco companies agreed not to market cigarettes to people under the age of 18. However, a study on magazine advertising contradicts this agreement. The study says that while tobacco companies stopped exhibiting ads in magazines that are strictly for kids, they placed more ads in adult-targeted magazines with many young readers, like *Entertainment Weekly*, *Sports Illustrated*, and *People*. The study claims that the accumulated effect of these new ads is that cigarette advertising reaches the same number of teens as before 1998. Have the tobacco companies manipulated the system? Do we need stricter rules? Or is it inevitable that teens will be exposed to cigarette ads? This graph shows the total amount spent by tobacco companies each year on advertising and promotions.

**Option 1:** What happened to tobacco companies’ advertising and promotional spending between 1998 and 2011?

A. it increased by 28%
B. it increased by 78%
C. it increased by 128%
D. it increased by 190%

**Option 2:** Each year, all states combined receive over $25 billion in settlement money from tobacco companies. Of this money, about $500 million is spent each year on anti-smoking programs like television ads and programs to help smokers quit. (The rest goes to smoking-related health care costs.) In 2011, for every dollar states spent on anti-smoking programs, tobacco companies spent how many dollars advertising and promoting cigarettes? (Hint: Use the graph. To solve quickly, use exponents!)

\[
\frac{(8.8 \times 10^9)}{(5 \times 10^8)} = 1.76 \times 10^1, \text{ or } $17.60
\]

**Discussion Question:** The study mentioned above found that ads for the three most popular cigarette brands among teens (Marlboro, Newport, and Camel) had been seen by 80% of teens an average of 17 times. Advertisers consider this accumulation of exposure more than enough to “reach” a potential customer. Does this contradict the 1998 agreement? Or are the tobacco companies doing their part by pulling ads from billboards and kids-only magazines? The companies say they have a legal right to advertise to adults, and it is inevitable that kids will sometimes see these ads. However, some say the frequency with which popular teen brands are exhibited in magazines that many teens read suggests that tobacco companies are being manipulative and dishonest. What do you say? Are tobacco companies playing fair?
In 2012, the United States Surgeon General Regina Benjamin concluded that youth are more likely to start smoking if they see smoking in movies. This conclusion worries Ms. Kahn and Mr. Seemy because they know their students enjoy movies.

Mr. Seemy says, “I know it’s inevitable that teens will see smoking, but maybe it’s just R-rated movies for adults that exhibit smoking.”

“I’m afraid the data contradict your thinking,” responds Ms. Kahn. “The Centers for Disease Control has been accumulating statistics. It seems that movies that teens are allowed to see still show smoking.”

Mr. Seemy sighs. “I hope our students are not manipulated by images of smoking in the movies.”

How would you summarize the data on the graph from the CDC?

Images of smoking occur in movies across all of the rating categories. They occur most often in R-rated movies and least often in G- or PG-rated movies. The variation in incidents over time is roughly proportional across the categories.

Do you agree with Surgeon General Regina Benjamin’s conclusion that youth are more likely to start smoking if they see smoking in movies? Why or why not?
DEBATE THE ISSUE
Pick one of these positions (or create your own).

A
☐ Tobacco companies are responsible for teen smoking.

OR

B
☐ Teenagers themselves are responsible for teen smoking.

OR

C
☐ Parents, teachers, and lawmakers are responsible for teen smoking.

OR

CREATE YOUR OWN
☐ ____________________________

Jot down a few notes on how to support your position during a discussion or debate.

________________________________________________________________________

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Be a strong participant by using phrases like these:

"Can you show me evidence in the text that..."

"You make a good point, but have you considered..."

"I believe that..."

"I agree with you, but..."
Support your position with clear reasons and specific examples. Try to use relevant words from the Word Generation list in your response.

accumulation | contradict | exhibit | inevitable | manipulate

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